

I claim:

1. A compact disk holder comprising:
a disk securing member structured and arranged to engage a compact disk;
a base; and
at least one spoke extending radially from the disk securing member to the base.

2. The compact disk holder of claim 1 wherein the at least one spoke is
discontinuous around a perimeter of the disk securing member.

3. The compact disk holder of claim 1 wherein the at least one spoke comprises
several spokes extend radially from the disk securing member toward the base, the spokes
each being discontinuous around a perimeter of the disk securing member.

4. The compact disk holder of claim 3 wherein the spokes have sides that are
structured and arranged such that wedge shaped cut-out areas are defined between the spoke
sides.

5. The compact disk holder of claim 1 further comprising a disk protecting
member positioned around a perimeter of a compact disk engaged by the disk securing
member.

6. A compact disk holder comprising:
a first side;
a second side connected to the first side so as to permit the first side to move relative
to the second side between a closed position and an open position;
a disk securing member structured and arranged to engage a compact disk; and
at least one spoke extending radially from the disk securing member toward the
second side, the at least one spoke being discontinuous around a perimeter of the disk
securing member.

1 7. The compact disk holder of claim 6 wherein the at least one spoke is
2 structured and arranged to expose a portion of a compact disk that is engaged by the disk
3 securing member from a viewing position that faces the side from which the disk securing
4 member extends.

1 8. The compact disk holder of claim 6 wherein:
2 the first side and the second side form a cavity in the closed position; and
3 at least one transparent cut-out area is defined adjacent to the at least one spoke,
4 enabling perception of the cavity.

1 9. The compact disk holder of claim 6 wherein at least one non-transparent cut-
2 out area is defined adjacent to the at least one spoke.

1 10. The compact disk holder of claim 8 wherein the at least one transparent cut-
2 out area defines at least one wedge shaped viewing window.

1 11. The compact disk holder of claim 8 further comprising a transparent material
2 covering the second side and enabling perception of the cavity when the compact disk holder
3 is in the closed position.

1 12. The compact disk holder of claim 6 wherein:
2 the first side is structured and arranged to define a viewing window; and
3 the viewing window constitutes less than all of the first side to provide a first viewing
4 characteristic that differs from a second viewing characteristic that is provided
5 through another portion of the first side.

1 13. The compact disk holder of claim 6 wherein:
2 the first side and the second side form a cavity in the closed position;
3 the first side and the second side include substantially flat surfaces; and
4 the disk securing member is structured and arranged to separate a flat surface of the
5 compact disk from the substantially flat surfaces of the first side and the second side.

1 14. The compact disk holder of claim 13 further comprising an inner surface
2 member upon which the disk securing member is positioned.

1 15. The compact disk holder of claim 13 wherein the disk securing member
2 includes a central portion that engages the compact disk by moving the central portion of the
3 disk securing member toward the second side.

1 16. The compact disk holder of claim 6 further comprising a disk protecting
2 member positioned around a perimeter of a compact disk engaged by the disk securing
3 member.

1 17. The compact disk holder of claim 6 wherein the dimensions of the compact
2 disk holder are greater than the dimensions of a Jewel case typically used to store compact
3 disks having a format that differs from a format of a digital versatile disk.

1 18. The compact disk holder of claim 6 further comprising a compact disk within
2 the compact disk holder.

1 19. The compact disk holder of claim 18 wherein the compact disk has a format
2 that differs from a format of a digital versatile disk.

1 20. The compact disk holder of claim 18 wherein the compact disk stores
2 electronic marketing materials.

1 21. The compact disk holder of claim 20 wherein the electronic marketing
2 materials comprise computer software for installing an Internet service provider on a
3 personal computer.

1 22. The compact disk holder of claim 12 further comprising a dual sided label
2 with opposing front and back faces that is affixed to the first side and positioned over at least
3 a portion of the viewing window.

1 23. The compact disk holder of claim 22 wherein the label has information printed
2 both on the front of the label that is viewable while the holder is in the closed position and
3 the back of the label that is viewable only while the holder is in the open position.

1 24. The compact disk holder of claim 23 wherein the front of the label contains
2 information identifying an intended recipient and the back of the label contains marketing
3 information relating the intended recipient to a marketing source.

1 25. The compact disk holder of claim 24 further comprising:
2 a compact disk; and
3 postage affixed to the holder wherein the compact disk holder is mailed to the
4 intended recipient.

1 26. The compact disk holder of claim 24 further comprising:
2 a compact disk; and
3 a wrapper around the holder and postage affixed to the wrapper wherein the compact
4 disk holder is mailed to the intended recipient.

1 27. The compact disk holder of claim 25 further comprising a locking mechanism
2 capable of securing the first side and the second side in the closed position during mailing of
3 the compact disk holder.

1 28. A method of distributing marketing materials to an intended recipient,
2 comprising:
3 obtaining a compact disk on which marketing materials are stored as data;

installing the compact disk into a compact disk holder having a first side and a second side connected to the first side so as to permit the first side to move relative to the second side between a closed position and an open position wherein the second side comprises a disk securing member structured and arranged to engage a compact disk and having at least one spoke extending radially from the disk securing member toward the second side, the at least one spoke being discontinuous around a perimeter of the disk securing member; and delivering the holder containing the compact disk to the intended recipient.

29. The compact disk holder of claim 28 wherein the at least one spoke is structured and arranged to expose a portion of the compact disk that is engaged by the disk securing member from a viewing position that faces the second side such that the installing comprises installing the compact disk in the holder with a portion of the compact disk exposed from the viewing position facing the second side.

30. The compact disk holder of claim 29 wherein:
the first side and the second side form a cavity in the closed position; and
at least one transparent cut-out area is defined adjacent to the at least one spoke enabling perception of the cavity such that the installing comprises installing the compact disk in the holder with the at least one transparent cut-out area.

31. The compact disk holder of claim 28 wherein at least one non-transparent cut-out area is defined adjacent to the at least one spoke such that the installing comprises installing the compact disk in the holder with the at least one non-transparent cut-out area.

32. The compact disk holder of claim 30 wherein the at least one cut-out area defines at least one wedge shaped viewing window such that the installing comprises installing the compact disk in the holder with the wedge shaped at least one cut-out area.

33. The compact disk holder of claim 30 further comprising a transparent material covering the second side and enabling perception of the cavity when the compact disk holder

is in the closed position such that the installing comprises installing the compact disk in the holder with the transparent material covering the second side.

34. The compact disk holder of claim 28 further comprising the first side being structured and arranged to define a viewing window wherein the viewing window constitutes less than all of the first side to provide a first viewing characteristic that differs from a second viewing characteristic that is provided through another portion of the first side such that the installing comprises installing the compact disk in the compact disk holder with the viewing window on the first side.

35. The compact disk holder of claim 34 wherein the first side and the second side are structured and arranged to define a rectangle with a length extending from top to bottom and the viewing window is positioned in the bottom portion of the first side such that the installing comprises installing the compact disk in the holder with rectangular sides and the viewing window in the bottom portion of the first side.

36. The compact disk holder of claim 35 wherein the viewing window on the first side has a rectangular shape such that the installing comprises installing the compact disk in the holder with the rectangular viewing window on the first side.

37. The compact disk holder of claim 28 wherein the first side and the second side include substantially flat surfaces and the disk securing member is structured and arranged to separate a flat surface of the compact disk from the substantially flat surfaces of the first side and the second side such that the installing comprises installing the compact disk in the holder separated from the substantially flat first side and second side surfaces by the disk securing member.

38. The compact disk holder of claim 37 further comprising an inner surface member upon which the disk securing member is positioned such that the installing comprises installing the compact disk in the holder with the disk securing member positioned on the inner surface member.

1 39. The compact disk holder of claim 37 wherein the disk securing member
2 includes a central portion that engages a compact disk by moving the central portion of the
3 disk securing member toward the second side such that the installing comprises installing the
4 compact disk in the holder with the disk securing member by moving the central portion
5 toward the second side.

1 40. The compact disk holder of claim 28 further comprising a disk protecting
2 member positioned around a perimeter of the compact disk such that the installing comprises
3 installing the compact disk in the holder with the disk protecting member.

1 41. The compact disk holder of claim 28 wherein the dimensions of the compact
2 disk holder is greater than the dimensions of a Jewel case typically used to store compact
3 disks having a format that differs from a format of a digital versatile disk such that the
4 installing comprises installing the compact disk in the compact disk holder with the
5 dimensions greater than the dimensions of a Jewel case.

1 42. The compact disk holder of claim 28 wherein the compact disk has a format
2 that differs from a format of a digital versatile disk such that the obtaining comprises
3 obtaining the compact disk with a different format from a digital versatile disk.

1 43. The compact disk holder of claim 28 wherein the compact disk stores
2 electronic marketing materials such that the obtaining comprises obtaining the compact disk
3 with electronic marketing materials stored thereon.

1 44. The compact disk holder of claim 43 wherein the electronic marketing
2 materials comprise computer software for installing an Internet service provider on a
3 personal computer such that the obtaining comprises obtaining the compact disk with
4 electronic marketing materials for installing the Internet service provider stored thereon.

1 45. The compact disk holder of claim 34 further comprising a dual sided label
2 with opposing front and back faces that is affixed to the first side and positioned over at least
3 a portion of the viewing window such that the installing comprises installing the compact
4 disk in the holder with the dual sided label positioned over at least a portion of the viewing
5 window.

1 46. The compact disk holder of claim 45 wherein the label has information printed
2 both on the front of the label that is viewable while the holder is in the closed position and
3 the back of the label that is viewable only while the holder is in an opened position such that
4 the installing comprises installing the compact disk in the holder with the dual sided label
5 with printed information on the front and the back faces positioned over at least a portion of
6 the viewing window.

1 47. The compact disk holder of claim 46 wherein the front of the label contains
2 information identifying an intended recipient and the back of the label contains marketing
3 information relating the intended recipient to a marketing source such that the installing
4 comprises installing the compact disk in the holder with the dual sided label with the
5 identifying information printed on the front face and the marketing information printed on
6 the back face positioned over at least a portion of the viewing window.

1 48. The compact disk holder of claim 47 further comprising affixing postage to
2 the holder wherein the compact disk holder is mailed to the intended recipient such that the
3 intentionally delivering comprises mailing the holder with the postage affixed thereon.

1 49. The compact disk holder of claim 47 further comprising a wrapper around the
2 holder and postage affixed to the wrapper wherein the compact disk holder is mailed to the
3 intended recipient such that the intentionally delivering comprises mailing the holder with the
4 wrapper and the postage affixed thereon.

- 1 50. The compact disk holder of claim 49 further comprising a locking mechanism
2 capable of securing the first side and the second side in the closed position during mailing of
3 the compact disk holder such that the intentionally delivering comprises mailing the holder
4 with locking mechanism to secure the holder during mailing.

Add
A 81

FOR 260 " 55449550